

FREQUENTLY ASKED QUESTIONS

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FREQUENTLY ASKED QUESTIONS

UNITED WAY IN YOUR COMMUNITY

What is United Way?

United Way, an international, volunteer-led not-for-profit organization, has 123 local United Ways in Canada. United Way is known as Centraide in Quebec and Ottawa and other French speaking communities across Canada.

Each United Way-Centraide raises money and allocates funds **locally** to support its community. Each United Way-Centraide is governed by an autonomous local Board of Directors that, with other volunteers and staff, helps build caring, vibrant communities and responds to a broad range of human needs.

Why should I give to United Way?

With United Way, it's not about supporting one cause. In fact, it's something far more profound.

Each and every contribution becomes part of a major community building effort that works to achieve an inspiring vision. It's a vision where we all live with financial stability and independence, where all neighbourhoods are safe and residents have a sense of well-being, and where all children are getting the right start in life and have the support they need to get them through the middle years and their high school graduation.

At United Way, we bring together organizations, businesses, governments and community members who care about the issues we face in the Alberta Capital Region and make every effort possible to turn the vision into reality.



Why would I give through United Way when I can give directly to an agency?

We have participation by over 50 agency partners in the social services sector, delivering key community impact programs and initiatives. It is why, with United Way, donations and support go farther and wider than any other charitable investment a community member can make.

What geographic area does United Way of the Alberta Capital Region serve?

United Way serves the Edmonton Census Metropolitan area including Edmonton, the City of Fort Saskatchewan, Sherwood Park, the County of Strathcona, the City of St. Albert, the City of Leduc, the County of Leduc, the City of Spruce Grove, the Town of Stony Plain and the County of Parkland.

How do I get involved with United Way?

United Way of the Alberta Capital Region offers a variety of short and long term volunteer opportunities. Options include; workplace campaign involvement, join a committee or give back to the community through United Way's Discovery program.

The Discovery program customizes volunteer opportunities for employees individual skill sets with the needs of United Way community partners to make an impact where it's needed most. Discovery programs include Days of Caring, Community Impact Tours and the Discovery Speakers Series, as well as additional community engagement opportunities. Learn more by visiting myUnitedWay



Find a volunteer opportunity:

- [United Way volunteer opportunities](#)
- www.211edmonton.com
- www.volunteeredmonton.com
- [Discovery speakers](#)

Please contact campaignsupport@myunitedway.ca or 780.990.1000 (Attention: Stephane Hache) for workplace campaign information.

Does organized labour support United Way?

Yes. In fact, in Edmonton, organized labour was a founding partner of United Way. United Way and labour work together to promote and co-operate in the establishment of joint labour-management campaigns in the workplace. For more information, please contact our office at 780.990.1000.

COMMUNITY IMPACT INFORMATION

What happens to my money after I donate?

United Way determines where funds will be invested by conducting research to find needs and opportunities in the community. With this understanding, we are able to make sure funds are distributed to the most urgent issues that exist for people in the Alberta Capital Region.



Where does my money go?

As strategic community builders, United Way and its supporters focus on the three areas where we believe there is the best opportunity to change lives and social conditions.

Education – All That Kids Can Be

From the early years to high school completion, we're supporting the full path of development to help children and youth achieve their potential

Income – From Poverty to Possibility

We're helping community members who have low income and those experiencing homelessness to gain financial stability and independence

Wellness – Healthy People, Strong Communities

In working for the overall well-being of community members, we're building the positive environments and social capacity for caring, safe neighbourhoods

Please visit myUnitedWay.ca/where-does-your-money-go/ for a list of our member agencies.

WORKPLACE INFORMATION

How much should I give?

Making a contribution to United Way is a personal decision. It's up to you to decide what gift level best reflects your ability to give and your commitment to helping those in need in our community. Last year, the average gift from individual donors in the Alberta Capital Region was \$311.



How can I give?

Here's how you can contribute to United Way and support your community.

- Fill out the United Way pledge card (electronic or paper), available through your workplace campaign
- Additional options include; payroll deduction, pre-authorized payment (cheque or credit card), a one time donation (cash, cheque or credit card) and a donation through our stocks and securities program.
- Donate online at myUnitedWay.ca
- Give a legacy gift to United Way at myUnitedWay.ca/legacy

My spouse gives at work. Do I need to give?

United Way is a total community effort, the results of which benefit everyone. If both spouses work, each is asked to give a share of what he/she earns. You need to make your own decision. Some spouses choose to give separately while others combine their gifts in order to be recognized as Leaders of the Way.

What if I feel too pressured to give to United Way?

No one should feel forced to give to United Way or any other charity. Giving is a personal choice that should be made voluntarily. If you feel that someone is pressuring you to give, please speak to your Employee Campaign Chair or contact your United Way representative.



FINANCIAL & RECEIPTING INFORMATION

What is my income tax advantage?

Combined federal and provincial income tax credits on charitable gifts made by Albertans are now 25% on the first \$200 and 50% on gifts above the \$200 threshold. The following chart demonstrates the benefit:

Donation	Alberta Tax Credit	Federal Tax Credit	Total Tax Credit	Actual Cost	Cost Per Day
\$50	\$5.00	\$7.50	\$12.50	\$37.50	\$0.10
\$100	\$10.00	\$15.00	\$25.00	\$75.00	\$0.21
\$200	\$20.00	\$30.00	\$50.00	\$150.00	\$0.41
\$365	\$54.65	\$77.85	\$132.50	\$232.50	\$0.64
\$500	\$83.00	\$117.00	\$200.00	\$300.00	\$0.82
\$700	\$125.00	\$175.00	\$300.00	\$400.00	\$1.10
\$900	\$167.00	\$233.00	\$400.00	\$500.00	\$1.37
\$1,000	\$188.00	\$262.00	\$450.00	\$550.00	\$1.51
\$2,000	\$398.00	\$552.00	\$950.00	\$1,050.00	\$2.88
\$3,000	\$608.00	\$842.00	\$1,450.00	\$1,550.00	\$4.25
\$4,000	\$818.00	\$1,132.00	\$1,950.00	\$2,050.00	\$5.62
\$5,000	\$1,028.00	\$1,422.00	\$2,450.00	\$2,550.00	\$6.99

What monetary donations to United Way are receiptable?

A donor may receive a tax receipt for voluntary donations by cash, cheque, credit card, payroll deduction and automatic bank withdrawal. Donations qualifying for a receipt must be accompanied by a United Way pledge form.



Casual Day donations of \$10 and over per year are receiptable, if your organization submits a list of those employees who donated through Casual Days, along with their cash donations. Payments of Casual Days through payroll deduction are receiptable on a T4 slip.

What monetary donations to United Way are not receiptable?

Special Event contributions such as draw tickets, 50/50 and lottery tickets, auction and garage sale purchases, coin drives and food purchases are not eligible for a tax receipt. When an individual receives something of value in return (or the chance to receive something of value in return), the contribution is not receiptable.

What are your costs?

In 2011, United Way of the Alberta Capital Region is planning to raise an estimated amount of \$21,500,000 at an approximate cost to the organization of \$3,750,000. The funds will support programs and services that address priority community needs and achieve positive outcomes related to All That Kids Can Be, From Poverty to Possibility and Healthy People, Strong Communities

This equates to projected administration and fundraising expenses of 17.4%. A portion of this amount goes to monitoring our donations which ensures they are distributed where the funds are needed the most meaning more than 82% of all gifts are reinvested in our community. By comparison, the Canada Revenue Agency (CRA) considers 35 percent to be an acceptable standard.



How does United Way keep its costs so low?

Approximately 5,000 volunteers help United Way carry out its community work. During campaign, approximately 25 employees (Loaned Representatives) are seconded to assist with our fundraising work. This helps United Way leverage resources and maximize efficiencies. We are proud of our reputation as one of Canada's most transparent and efficient charities.

United Way costs are also low because thanks to our strong reputation, high profile and 70 year history we receive pro-bono and discounted rates on advertising and other services.

Where can I learn more information about fundraising costs?

United Way of the Alberta Capital Region encourages all individuals to contact their charities of interest and learn the costs associated with each in order to make an informed decision. Here are some resources:

Imagine Canada is the national umbrella for charities and provides standards for charitable organizations to manage and report their financial affairs and fundraising responsibly through the Ethical Code Program. Suggestions on evaluating a charity are at the [Imagine Canada website](#).

Canada Revenue Agency (CRA) requires all registered Canadian charities report salary ranges that are subsequently published on the CRA website for public review. CRA also requires accountability, transparency and stewardship of the dollars raised by Canadian not-for-profits in order to maintain charitable status.

Visit the [CRA website](#) for more information and:

- 1) Click on "Search the Charities Listings"
- 2) Type in the charity name field and click "Search"
- 3) Click on the name of your choice



What practices does United Way have in place to ensure financial accountability and transparency?

When you make a contribution to United Way, we promise to administer it with great care. We set high standards for our conduct in all areas of our organization and continuously measure our performance. It is up to us to ensure that our donors remain informed & confident that their contributions will be well managed and result in positive impact.

- Our volunteer Board of Directors conduct regular, in-depth reviews of United Way's financial and community investment performance.
- United Way of the Alberta Capital Region, as part of United Way Canada – Centraide, is a flagship member of Imagine Canada's Ethical Fundraising and Financial Accountability Code. (In addition, we continue to follow internal Transparency, Accountability and Financial Reporting (TAFR) guidelines which are intended to be defensible, acceptable, consistent, transparent and simple in providing standardized reporting by United Ways across Canada).
- The accounting firm PricewaterhouseCoopers LLP ensures that our financial statements are accurate and we operate in a fiscally responsible manner.
- United Way of the Alberta Capital Region's annual T3010 filing with Canada Revenue Agency with all required financial and other disclosures can be found on the CRA website www.cra-arc.gc.ca/

United Way of the Alberta Capital Region strives to achieve the highest level of financial transparency and accountability to each and every one of our donors offering comprehensive, transparent financial controls and reporting. For an explanation of these controls, visit our Annual Report at myUnitedWay.ca.



ADDITIONAL SERVICES

How are agencies evaluated?

All Member Agencies are evaluated by United Way on an annual basis. Further to this, each Agency undergoes United Way of the Alberta Capital Region's volunteer agency review process every three years. United Way Staff and volunteers work together on Community Investment Committees (CIC) that serve to evaluate each program and conduct an on-site visit. The following criteria are considered:

- Alignment with United Way Priorities – does the program continue to fit with United Way priorities as determined by the changing needs of the region?
- Organizational Stability – is the organization positioned, financially and structurally, to leverage United Way resources effectively and efficiently?
- Program Effectiveness – did the organization deliver on agreed-upon results and did they demonstrate positive impact in the community?
- Accessibility – is the program or initiative accessible to those it intends to serve and/or have steps been taken to address barriers?
- Resource Management – does the organization review financial statements on a regular basis and did they submit to an audit or review engagement in the past year?
- Need for Funding – does the Agency demonstrate a practical need for United Way dollars and is the proposed budget realistic?
- Agency support for United Way of the Alberta Capital Region – has the organization helped to promote United Way of the Alberta Capital Region and have they adhered to relevant policies and procedures?
- Follow-Up from Previous Report Recommendations – has the Agency addressed outstanding items identified by United Way staff and/or volunteer committee's from past reviews?



Why aren't all agencies a part of United Way?

There are many important programs in the community responding to individual and family needs. Our ongoing support of member agencies is a business decision that involves a long-term financial commitment. In order to continue that support, we must make decisions that keep us within our financial abilities. The number of agencies or programs funded depends on campaign dollars raised.

In addition, some agencies choose not to apply for funding. There are currently 43 member agencies, and new member agencies are considered annually.

Does United Way fund agencies with religious affiliations?

Some of our agencies have religious origins, such as the Young Men's Christian Association (YMCA), the Young Women's Christian Association (YWCA), the

Mennonite Centre for Newcomers and Jewish Family Services. The services and programs offered by these agencies are open to all individuals regardless of religious affiliation.

Can I designate my donation to other charities?

Yes, the option of designating to specific agencies is an added service United Way provides to our donors. Agencies must be Canadian registered charities.

United Way retains 10% of the designated gift to recover the costs associated with this service. In the case of one-time cash and cheque designation contributions from individuals, a maximum designation fee of \$100 per donor will be withheld. The maximum fee applies to individual donations only.



The 10% cost recovery is based on an estimate of those costs associated with providing the service to donors and their designated agencies. This percentage is inclusive of all

the costs related to fundraising and processing of these gifts. The percentage is set for a period of three years and is reviewed on an annual basis.

United Way distributes designated gifts three times per year during the months of February, June and September. Designation payments are issued by cheque or electronic funds transfer no later than the last day of these months.

What is your charitable registration number?

The charitable registration number for United Way is 11926 0487 RR0001.

PRIVACY

How do I know my personal information will be protected?

United Way is committed to protecting your privacy and maintaining the confidentiality of your personal information. In order to ensure your protection, we have adopted the ten privacy principles established by the Canadian Standards Association Model Code for the Protection of Personal Information. For further information about our privacy policies and practices, please contact our Privacy Officer at 780.990.1000 or at privacyofficer@myunitedway.ca.

